

ANGELA S. NICHOLSON

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CUSTOMER SUCCESS MANAGER

Self-starting Customer Experience professional with a history in managing client onboarding while driving key objectives, such as engagement and retention. Exceptional interpersonal abilities with proficiencies in building client/stakeholder relationships as a primary point of contact, leading strategic contract negotiations, and delivering informative presentations while conveying key concepts in an easy-to-understand manner. Results-oriented leader with data-driven decision-making skills and a collaborative approach to team management. Well-versed in a variety of software and programs, including Microsoft Office Suite, MS Outlook, Google Workspace, Citrix, Tableau, Pipedrive CRM, and the SQL language. Adaptable with expert problem-solving abilities and the capability to effectively take on multiple projects with conflicting deadlines.

CORE COMPETENCIES

- Account Management
 - Process Improvement
 - Project Management
 - Business Development
 - Data Modeling & Visualization
 - Stakeholder Management
 - KPI Analysis & Tracking
 - Team Building & Training
 - Finance & Budgeting
 - Customer Service
 - Time Management
 - Event Planning
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PROFESSIONAL EXPERIENCE

Nic & Brant – Charlotte, NC
Consultant

2021 – Present

Promote client satisfaction by spearheading product selection, development, go-to-market strategies, and final delivery

Key Accomplishments:

- Significantly slashed product development expenses while simultaneously improving efficiency and user experience (35%) by strategically addressing key product development challenges.
- Substantially increased reach, new market opportunities, and overall revenue by independently leading the creation and integration of an innovative outreach program.

HearWorks – Pearland, TX
Account Manager

2022 – 2023

Drove success and growth for 20+ long-term clients by making recommendations based on individual goals and analyzing KPIs to guide decision making. Onboarded and integrated prospective clients by establishing key relationships as the main PoC, preparing meeting materials, maintaining a database, and offering top-line customer service. Sold to internal and external stakeholders by coordinating persuasive presentations. Streamlined project development by building continuous improvement programs and working cross-functionally to deliver a consistent customer journey.

Key Accomplishments:

- Facilitated client engagement by independently coordinating and executing 12 in-person and remote client educational events/meetings for as subject of the business as well as fostering regular communication and attending tradeshows.
- Successfully sourced and obtained high-quality suppliers by closely collaborating with internal and external business partners and leading pricing/contract negotiations.

Nic & Brant – Charlotte, NC
Market Strategy Manager

2021 – 2022

Led outreach strategies and contract negotiations while prioritizing customer experience by serving as the sole PoC during the securing of “intent to sell” contracts for a small business.

Key Accomplishments:

- Effectively doubled the number of contracts obtained within the first 60 days by developing strategic conversation and processes for client adoption and retention, driving revenue.
- Improved organization outreach by developing and implementing strategic conversation tactics.

Media Star Promotions – Hunt Valley, MD
Program Manager

2018 – 2021

Led brand ambassador teams of 20 – 83 in meeting objectives by providing coaching on demand generation, inside sales, e-marketing, customer experience, securing on-site consumer trial opportunities, and building brand awareness. Fostered brand ambassador performance by analyzing data, collecting feedback, developing reports, and setting clear expectations. Garnered new business and early product adoption by leading Event Activation teams to facilitate engagements, collaboratively guiding in-

field marketing campaigns, and conducting in-person trainings. Actively improved retention by organizing proactive engagement efforts, providing superior customer service, and curating a consistent customer journey.

Key Accomplishments:

- Exceeded market goal by 150%+, generating the highest redemption rate nationwide, by utilizing innovative product positioning and testing methods which were later adopted nationwide.
- Generated significant sales and brand awareness growth by spearheading the VELO New Generation Product (NGP) launch.

Vision Group Holdings – West Palm Beach, FL

2015 – 2018

Southeast Regional Marketing Manager

Forged long-term client relationships by establishing contact, negotiating contracts, providing reliable support, building product knowledge, and delivering top-line customer service. Promoted maximum ROI by researching events to develop strategic company activation areas across 13 cities as well as refining programs and cross-functionally partnering on customer journeys. Drove business objectives by tracking performance, forecasting retention, creating actionable customer insights, setting goals, and mentoring teams.

Key Accomplishments:

- Increased net revenue retention by leading proactive and strategic engagement efforts.
- Cultivated 70% market expansion by leveraging success in 3 previous states to breakout into the TN and AL markets.
- Developed and executed up to 11 simultaneous events (50K – 250K attendees) per weekend across 5 states and 13 cities for 2 brands by selecting events, negotiating contracts, conducting constant research, developing the brand ambassador retention program, training team leads, and creating inventory handling/shipping processes.
- Significantly expanded reach, allowing for the opening of new PODS/regions, by creating the Brand Ambassador Retention Program in collaboration with the company owner to obtain reliable leads and forming an improved method for scheduling the elite group in advance, enhancing communications on an agency-approved basis.
- Boosted employee performance, efficiency, and productivity by authoring the Operational Handbook: Team Lead Activation Training Handbook/Checklist and the Operational Handbook for Special Events Regional Managers.

Levine Museum of the New South – Charlotte, NC

2014 – 2015

Event Coordinator

Actively improved Customer Success team performance by strictly upholding organizational policies and ensuring efficient office support. Oversaw domestic and international event organization and logistics by scheduling on-/off-site staff, tracking timelines, negotiating contracts, creating a budget, and providing day-of assistance. Identified and reevaluated top-line suppliers and vendors by closely collaborating with internal and external business partners to conduct research and thoroughly review key data.

Key Accomplishments:

- Raised event package sales by providing engaging venue tours to potential clients and organizing various events, such as meetings, conferences, and fundraisers.

EDUCATION

BS – Management

Johnson & Wales University Charlotte – Charlotte, NC

CERTIFICATION

Business Analytics Science Certification, UNC Charlotte School of Professional Studies, Charlotte, NC

2024

Certified Crowd Manager, Johnson & Wales University, Charlotte, NC

2014

COMMUNITY ENGAGEMENT

Chapter Co-Founder & Secretary, Young People in Recovery (YPR), Charlotte, NC

2012 – 2015

Volunteer, Safe Haven Animal Shelter, Hospital, & Thrift Store, West Palm Beach, FL

2009 – 2011